

**CONTRACT CONCEPTS
FISCAL YEAR 1997-98**

Concept Number: 39-WPM-RMDZ

Requesting Party: Recycling Business Assistance Branch
Amount: \$40,000
Fund: RMDZ
Primary Staff Contact: Steve Boyd 255-2446

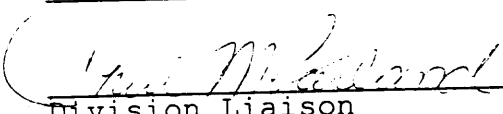
Description: This contract proposes to locate and promote recycled product manufacturers in rural California Recycling Market Development Zones (RMDZs). The contractor would use the media, recycled material processors and brokers, local recycling coordinators, associations, and others to identify recycled products that need marketing assistance. Draft marketing plans would then be developed. Additionally, some portion of the contract would be used to enhance recruitment efforts into the rural RMDZs.

Supports Board Mandate: This contract would support the Board's market development efforts and the diversion mandates of AB 939.


History: Rural RMDZs face special challenges due to geographic isolation, limited infrastructure, and lower overall economic activity. As a result, the rural RMDZs have benefited less from the RMDZ loan program. Additionally, these RMDZs have benefited less from previous RMDZ marketing efforts due to their focus on retention and expansion of businesses existing in the RMDZs.

Benefit to the Board: This contract would enhance the functioning of the rural RMDZs and increase demand for diverted materials.

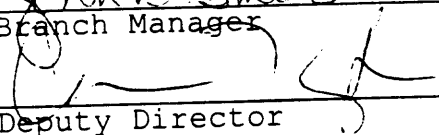
Budget Process: The \$40,000 budget was estimated on a minimum of 15 recycled product marketing plans being developed.


Division Liaison

9/2/97
Date


Branch Manager

9/2/97
Date


Deputy Director

9/2/97
Date